

MONDAY WILL BE A FAMOUS COHEN DAY. HERE'S WHY!

A great stock of merchandise has come with the co-operation of a prominent New York dealer. There will be a new price experience in much-longed-for goods. Thousands of dollars' worth as if the end of the season was at hand. Read on:

Such an Embroidery Sale Was Never Known.

The probability is that a similar sale cannot be had again in years. Whatever is made in embroidery is ingrafted in this stock. Thousands and thousands of yards. Enough to almost reach around the world. Swiss, Cambric or Nainsook—all widths and every class of work. Full pieces and manufacturer's ends. Every width from the narrowest to the widest flouncing and not but one-half price for any. That implies Cohen-like selling.

\$1.75 Embroideries, 50c.

English Eyelet Embroidered Flouncings, eighteen to twenty-four inches wide, nainsook, cambric and Swiss, including all the new ideas, such as Tenerife, million, button and wheel patterns, the value of which is to \$1.75. Choice of thousands of yards, 50c a yard.

Exclusive Match Sets of Nainsook and Swiss.

The finest that are made in France, every width, from the narrowest to the widest flouncings, including insertings, 25c to 29c ones for 12c a yard; 35c, to

50c ones for 19c a yard; 50c to 85c ones for 25c a yard.

3c. a Yard.

Barings, Inserting and Ribbon Beddings—may pick from lots that cost from 5c to 10c.

5c a Yard.

Cambric Embroideries, Edgings and Insertings, widths to six inches.

Allover Embroideries, 29c.

The bargain of all the past at 29c a yard, in Swiss and Nainsook, in various designs.

Linen Batiste Embroideries, 5c and 10c

that were made to sell up to 50c a yard. Other lots of Embroideries from 1c to 25c a yard, costing from 5c to 35c.

A Hosiery Exhibit Never Equalled in Richmond.

From the finest imported to the least price domestic makes, this stock of Hosiery offers price advantages that seem impossible when you see the goods and compare them with elsewhere prices.

10c a pair—Women's 25c and 35c Fancy Stockings, in the new designs of black and white.

15c a pair—Women's 25c Plain Gauze and Solid Black Stockings.

20c a pair—Women's Imported Stockings, in about twenty-five different patterns, black allover lace, black lace boot, plain uppers, Rembrandt dropstitch, with embroidered inset, the new shades of tan Rembrandt, plain, sheer, black gauze; any of them are 50c values.

10c a pair—Women's Black Lace Stockings, the best that were ever sold at 25c.

15c a pair—Women's Black Gauze Lisle, extra fine gauge; black ingrain, lisle dropstitch; black and tan allover lace; white, plain or dropstitch, are a few of these extra 25c values at 25c.

10c a pair—Women's Stockings, in all the fancy new imported designs of white and black, that are always sold from 50c to 75c.

Misses' 50c Lace Hose, 29c. In black or white, allover lace, lisse to the toe, sizes six to eight and a half. Hermsdorf lace and the finest imported 50c stockings.

25c a pair—Misses Tan Stockings, in the new light shades, all sizes.

15c a pair—Children's Lace Socks, in all sizes to seven, shades of pinks, blues, cardinal, also white and black.

120 Dozen Special Women's Black Lace Lisle Stockings, full seamless; a manufacturer's slight imperfections make the prices of these 10c and 25c stockings 12 1-2c a pair.

Linens Will Be Selling Monday.

The way these were bought they ought to—they are the fine old-fashioned kind, pure linen and heavy thread.

25c each—Hemstitched Huckaback Damask Towels, wholesale price \$1.50 a dozen.

70c a yard—Two and a half yards wide Heavy Thread Pure Linen Sheeting, a regular \$1.25 value.

83 a dozen—Large Hemstitched Pure Linen Dinner Napkins, cost \$4.25 a dozen.

100 Dozen Tray Cloths, All linen, fringed, fancy border, 10c each.

44-Inch Damask Towels, 19c. Twenty-one inches wide, tied fringe and fancy borders.

50c a yard—Two yards wide Pure Linen Table Damask, the pride of any merchant's 75c linens.

55c a yard—Two yards wide Full Bleached Pure Belfast Linen Satin Damask, cost \$1.17 wholesale.

50c a yard—Two yards wide Mercantile Bleached Table Damask, the usual 75c quality.

29c a yard—135c yards of Pure Bleached Dress Linens, heavy, round thread, full yard wide, the best we or any one has ever sold for 49c.

55c a yard—50c Sheer Pure Linen Lawn, yard wide.

12 1-2c a yard—Shirt Waist Linen, Union—for boys' blouses—instead of 20c.

Extra Curtain Values

\$3.75 for 16 Real Irish Point Lace Curtains, with very elaborate borders, made on best grade of net, full length.

70c a pair—Lace Curtains in assorted designs, \$1.25 value.

95c a pair—Swiss Muslin Curtains, two styles, with full ruffles.

10 2-3c a yard—Dainty Dotted and Figured Net, for curtains.

10c a yard—Colored Swiss Muslin, for curtains.

5c for 12 1-2c Fancy Floral Silk Lilies, sheer quality.

7c a yard—Cretannes, floral patterns.

Silks at Prices Never Before Offered in Richmond.

29c for 40c Black Taffeta

Strictly all silk, fine finish, splendid for drop skirts and all lining purposes.

28c for 40c Black Japanese

A notably desirable summer silk, has a lustrous, smooth finish.

55c for 85c Fancy Silks.

In Louisiana and Taffeta effects, blue, black and snuff brown grounds, all in fine, new, stylish designs, including checks and stripes.

25c for 49c Printed Silk Foulards.

Small dots, on black, blue, brown and white grounds.

37 1/2c for 50c Habutal

It's white and thirty-six inches wide; will make an ideal seashore dress—wash like linen.

39c for 65c Armure Tweed.

A black, pure silk, and light enough for summer wear.

95c for \$1.25 Triumph Taffeta.

Crow black, guaranteed finest Lyons pure dyed, in great quantities for shirt waist suits.

26c Handkerchiefs 10c.

1,500 dozen Fine Embroidered Handkerchiefs, hemstitched and scalloped edges—some of the neatest 25c designs. Manufacturer's samples—each one on a card—made to sell for 15c and 25c. Many designs suitable for making corset covers among them.

Made Garments Must Move.

Handsome Dresses, but no good to us after this season. The finest man-tailoring and styles most exclusive. Price reductions like this:

\$3.98—Eton Suits of Fancy Bourette.

\$8.50 for \$15 Tailor Suits of fancy and fine fabrics.

\$5 for the best \$10 Tailor Suits in town.

\$25 for \$33 Tailor Suits, in new exclusive designs.

Silk Shirt Waist Suits, \$18.

These Suits are of panna foulard or pin striped taffeta, stylish shoulder straps or skeleton yoke of heavy lace, diagonally tucked or shirred skirts; would cost double to have them made.

\$14.50 each—Silk Suits of Shepherd's Check Taffeta, with new military shoulder, cord and button trimming; skirts have hip and panel trimming.

\$12.50 each—Foulard Suits, in light or dark shades, with striped waists and skirts, finished with straps and silk ornaments, stock, collar and belt.

Manufacturers' Sample Skirts.

including some of the finest makes—a saving to you of near a half.

\$2.50 to \$10 for Fine French Vols, Etamine, Panama, Cheviot and Mohair Skirts.

98c each—Twenty-seven dozen Wash Skirts.

\$1.48 for \$2.50 White P. K. Skirts, full nine-gore flare, lapped seams.

\$7.75 to \$15—Women's Full Length Travelling Coats, in washable and woolen fabrics.

Children's Reefers

Black, All Silk Taffeta, with lace trimmed fancy collars, \$1.98.

\$1—Cloth Reefers, in full and fitted back.

Full line Percelle and Lawn Wrappers, Short and Long Kimonos, from 50c to \$3.98.

The celebrated Corsette Wrappers and practical House Dresses for women are here in all the wanted materials—\$1.10 to \$3.

A Basement Full of Bargains

At Prices Possible in Richmond Only at Cohen's.

Underprices in Manufacturers Lengths of White Goods.

Whatever you see anywhere is here at half.

10c for the Finest 20c India Linen.

10c a yard—Fancy Piques.

15c a yard—Silk Mercerized White Piques, regularly 25c.

12 1-2c a yard—25c Piques.

7 1-2c a yard—12 1-2c White Piques.

4c a yard—3 1-2c Sheer India Linen.

5c a yard—4c a yard—4c India Linen.

10c a yard—10c to 20c White Persian Lawns, double width.

9 1-2c a yard—Mercerized Silk Striped India Linens.

Card Engraving, 25c if you furnish plate.

We furnish Plate for 50c.

We furnish all kinds of Engraving, Wedding Invitations, etc., at similar prices.

Basement Specials

35c each—25c Dozen Bordered Towels.

55c a pair—Buffed Cottage Curtains.

9 1-2c a yard—Open Lace Curtain Etamine, colored or white, a good 30c value.

7 3-4c a yard—12 1-2c White Plaid Curtain Muslin.

5c a pair—Women's Plain and Dropstitch Stockings.

10c each—Braided Belts, in all colors.

8c a pair—Children's Heavy Rubbed Stockings, some are only 4c.

25c for 50c Corsets, short or long.

60c for Women's Black or Blue Heavy Walking Skirts.

65c for regular \$2 and \$2.50 Umbrellas.

25c each—Children's Umbrellas, just the thing for school use.

35c for 50c Velvet Hosiery.

Mill End Cottons.

9 3-4c for 15c Yard Wide Imported Madras.

4 1-2c for best 6 1-2c Light Calicoes.

5 7-8c for 1 1-2c Apron Gingham, all size checks and colors.

4 1-2c for Yard Wide Bleached Cottons.

8 3-4c for 1 1-2c Sea Island Percelles; the light ones are 9 3-4c.

9 1-2c for Yard Wide New York Mills Bleached Cotton.

3 3-4c for 6c English Batiste.

5 3-4c for 10c Yard Wide French Percelles.

6 3-4c for 12 1-2c Madras Corda and Percelles, full yard wide.

15c a yard—Yard Wide Linen Finished Cannon Cloth, suitable for waists, dresses, etc.; has the appearance of and launders like linen.

7 1-2c a yard—240 yards of 12 1-2c French Batiste, in lengths of two to eight yards.

Housekeeping Helps.

150 for ten-piece \$2 Toilet Sets, in green, brown and heliotrope decorations.

\$4.75 a set—Twelve-piece Toilet Sets, with jar, the latest raised decorations.

\$8.75 for 10-piece \$12.50 Gold Stippled Dinner Sets, elaborately decorated in violet, wild roses and forget-me-nots.

11c each—Handsomely Decorated English Porcelain Salad Bowls.

25c a dozen for 50c Plain White Tea Cups and Saucers.

70c for \$1.15 Bowls and Pitchers.

45c a dozen—Thin Blown Glass Tumblers.

50c a dozen—Thin Blown Engraved Glasses, that always sell for 75c.

6c each—16-inch Crystal Glass Flower Vases.

15c for 25c Engraved Gas Globes.

10c each—17-inch Towel Bars, nickel plated on copper.

25c each—Nickel Plated Soap Dishes.

49c for 75c Tussah Pongee

Of a beautiful natural color, washable and will make splendid wearing shirt waist dresses.

75c for \$1.19 Grenadine.

Iron frame and black, forty-five inches wide, lustrous finish.

58c for 88c Messallines.

A soft, all silk fabric, of rich lustrous colors and black.

95c for \$1.25 Black Peau de Sole

Of an extra heavy weight, for coats and jackets, strictly reversible.

29c for 45c China Silks.

White, soft and pretty.

75c for \$1 Black Louisines.

A soft, lustrous silk, for whole gowns.

38c for 65c Twilled Foulards

In all the most wanted styles and colors.

29c for 50c Pompadour

Silk Organizes, the most attractive creation for this season, delicate flowered designs on white grounds.

15c for the regular 35c Organizes, very fine and sheer—white grounds, with all the floral designs and color combinations.

15c a yard—40-inch Batiste, in neat and stylish effects; the usual 15c quality.

18c a yard—Mercerized Silk Taffetas, has all the appearance of the 1c ones; every conceivable design and color.

20c a yard—Silk Embroidered Spot Crepe de Chine, in the solid tints, including the champagne shades—the 65c grade.

9 1-2c a yard—Lace Striped Dimities, in solid color grounds, with polka dots of black.

9 3-4c a yard—Bourette and Lace Striped Chambrays, all the shades—the 15c ones.

11 1-2c for 16 3-4c Corded Madras.

9 3-4c for 12 1-2c Pique Welts, just the weight for summer wear, Bourette and other styles.

9 1-2c for 12 1-2c Embroidered Spot Organizes.

25c a yard—One and a quarter yards wide Imported Embroidered Swiss Novelties, the 50c grade.

Colored Dress Goods Some New Price Helps.

Richmond shoppers are getting to lean on this store more and more every year for Dress Goods. The line of goods does much, but prices, unequalled elsewhere, do more.

29c a yard—Pure Sicilian Mohairs, thirty-eight inches wide, cream, with pin striped; best 50c value.

37 1-2c a yard—All Wool 8-inch Voles, in every color; best 50c grade.

50c a yard—50-inch Mohairs, in blue and best shade of brown; 55c quality.

60c a yard—French Voles, all colors, forty-eight inches wide; regular \$1 goods.

60c for 50c Novelty Mohairs, forty-five inches wide.

29c for 50c All Wool Batiste, full double width.

50c for 75c Scotch Voles, newest importations, thirty-eight inches wide.

98c a yard, special—London Twine Etamine, fifty inches wide; best \$1.25 value.

25c a yard—Shepherd Checks, thirty-eight inches wide.

30c a yard—12-inch Sicilian, best shades blue, can't be matched for less than 50c.

11c a yard—Cream Danish Cloth.

Candy.

10c a pound—Pure Cream Candy, in Vanilla, Strawberry, Lemon and Chocolate flavors.

10c a pound—Italian Cream, in Vanilla and Chocolate.

8c a pound—Fruit Nougat.

Extra Bedding Specials.

80c each—Full Bleached Dimity Quilts.

45c for Light Weight Crochet Quilts—extra large ones, \$1.

25c each—Honeycomb Quilts.

\$2.25 each—Embroidered Colored Quilts, pink and light blue, overlapped with white Marseilles and lace designs, extra large, Hand-tied Fringed ones are \$2.75.

45c each—Linen Finished Full Bleached Sheets.

55c each—Full Double Bed Bleached Sheets, very fine thread; some are extra heavy—147 dozen at this price.

60c each—240 dozen Hemstitched and Plain Sheets, extra large, full bleached.

55c each—Bleached Sheets for single and children's beds.

10c each for 25c dozen Pillow Cases, an extra fine value.

12 1-2c each—Hemstitched Handkerchief Border and Plain Hemmed Pillow Cases, Linen Finished 25c ones are 15c.

Linen Lap Robes

30c for 50c Linen Lap Robes, in fancy colored stripes. The 75c Plain ones are 50c.

45c for \$1 Plain Linen Lap Robes, with hand tied fringe.

Sale of White Goods at Such Prices When Most Wanted

Rests as a peculiarity with The Cohen Company. Cases and casse on sale at prices that have never reigned before.

18c a yard—Silk Mercerized Stripe and Figured Piques, 35c values.

20c a yard—Embroidered Dot India Linen, 35c value.

20c a yard—Embroidered Piques, made to sell at 35c.

17c a yard—Finest Warp Welt Piques, that sell for 35c.

4 3-4c a yard—220 yards of Striped Dimities.

25c a yard—Full Mercerized Damask Piques, in silk weight, that cost 50c.

16c a yard—Two yards wide Sheer French Organizes, the finest and best 35c to 50c values.

9 1-2c a yard—Linen Finished Lawns, forty inches wide; has the appearance of linen.

12 1-2c a yard—Pajama Checks, yard wide.

10c a yard—50c India Mulls, the finest soft finish, for the new shirred waists.

25c and 35c a yard—Imported French Swiss, embroidered in seed and polka dots.